

- 1    1. Method of enhancing web page delivery, comprising the steps of:  
2                 receiving a request for a web page content from a requestor;  
3                 identifying the requestor as either a human visitor or a search engine  
4                 spider; and  
5                 redirecting identified human visitors to a web page in an existing web site.  
6
- 7    2. Method of enhancing web page delivery, comprising the steps of:  
8                 receiving a request for a web page content from a requestor;  
9                 identifying the requestor as either a human visitor or a search engine  
10                spider;  
11                dynamically generating one or more web pages optimized for identified  
12                search engine spiders; and  
13                returning the one or more dynamically generated web pages to the  
14                identified search engine spider.  
15
- 16    3. The method of claim 2, further comprising the step of:  
17                 redirecting identified human visitors to a web page in an existing web site.  
18
- 19    4. The method of claim 2, wherein different web pages are dynamically generated  
20                depending upon the particular search engine spider identified as the requestor.  
21
- 22    5. The method of claim 2, wherein updateable templates are merged with user  
23                entered data to dynamically generate the one or more web sites.  
24
- 25    6. The method of claim 2, wherein updateable templates are merged with  
26                information stored in a catalog database to dynamically generate the one or more  
27                web sites.  
28

- 1    7. The method of claims 1 or 3, wherein the request for a web page content is  
2    received via a Uniform Resource Locator (URL) link published or stored in the  
3    Internet.
- 4
- 5    8. The method of claim 7, wherein the URL link includes banner advertisements.
- 6
- 7    9. The method of claim 7, wherein the URL link includes affiliate links.
- 8
- 9    10. The method of claim 7, wherein the URL link includes e-mail campaigns.
- 10
- 11   11. The method of claim 3, wherein the redirecting is accomplished via a redirect  
12   URL.
- 13
- 14   12. The method of claim 11, further comprising the step of:  
15                 updating in real time the redirect URL without affecting the existing URL.
- 16
- 17   13. The method of claims 1 or 3, further comprising the step of:  
18                 logging for later reporting and dissemination all requests and actions  
19                 taken.
- 20
- 21   14. The method of claims 13, further comprising the steps of:  
22                 identifying the source link from which a human visitor requests a web  
23                 page content; and  
24                 tracking via use of redirection with an IMAGE tag the human visitor  
25                 across a plurality of web pages.
- 26
- 27   15. The method of claim 14, whereby tracking occurs across multiple domains.
- 28
- 29   16. The method of claim 14, further including the step of:

1 supplementing with additional dynamic code around the IMAGE tag in  
2 order to ensure that every request for the IMAGE is unique and to avoid  
3 caching the IMAGE data, thereby forcing each request to be processed  
4 uniquely.

5

6 17. The method of claim 14, further including the step of:  
7 logging additional information including an email address to which a link  
8 was redirected, a referror URL and all information stored there.

9

10 18. The method of claim 14, further including the step of:  
11 logging additional information including the value of any transactions  
12 occurring during a human visitor's visit on a web page, a referror URL and  
13 all information stored there.

14

15 19. The method of claim 11, further comprising the step of:  
16 automatically changing the redirect URL based on real time state  
17 information which can be influenced by the interaction of other requestors  
18 of web page content.

19

20 20. The method of claim 13, wherein a redirect URL includes information regarding  
21 the source of web traffic being logged.

22

23 21. Apparatus for enhanced web page delivery, comprising:  
24 a web server adapted to receive a request for web page content from a  
25 requestor; and  
26 a control engine operating on the web server, the control engine adapted to  
27 execute the process steps of (i) identifying the requestor as a human visitor  
28 or a search engine spider, (ii) redirecting identified human visitors to a  
29 selected web site via a redirect URL, and (iii) dynamically generating one

- 1                   or more web pages optimized for identified search engine spiders.
- 2
- 3   22. Computer-executable process steps stored on a computer-readable medium, the  
4       computer-executable process steps to enhance web page delivery, the computer-  
5       executable process steps comprising:  
6       code to receive a request for web page content from a requestor;  
7       code for identifying the requestor as a human visitor or a search engine spider;  
8       code for redirecting identified human visitors to a selected web site via a redirect  
9       URL; and  
10      code for dynamically generating one or more web pages optimized for identified  
11      search engine spiders.

DO NOT REMOVE THIS PAGE